

# 2012 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- |  |   |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign <u>XX</u>           |
| 2. Advertisements – Single _____             | 9. Periodicals _____                    |
| 3. Advertisements – Series _____             | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____                      | 11. Social/Web-Based Media _____        |
| 5. Audio-Only Presentations _____            | 12. Special Events _____                |
| 6. Directories/Handbooks _____               | 13. Videos _____                        |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____                      |

☒ CATEGORY 1

☐ CATEGORY 2

Entry Title LA Waterfront Campaign

Port Name Port of Los Angeles

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port of Los Angeles

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
  - Situation Analysis (*assess major internal and external factors*)
  - Problem Statement (*briefly describe in specific & measurable terms*)
- **Summarizes Planning and Programming**
  - Goals (*summarize desired outcome or end result*)
  - Target Publics (*be specific; list primary and secondary audiences if appropriate*)
  - Objectives (*identify specific and measurable milestones needed to reach goal*)
- **Identifies Actions Taken and Communication Outputs**
  - Strategies (*identify media choices, etc., that require tactics to complete*)
  - Tactics (*specify actions used to carry out strategies*)
  - Implementation Plan (*include timelines, staffing and budget*)
- **Summarizes Evaluation Methods and Communications Outcomes**
  - Evaluation Methods (*describe either formal surveys or anecdotal audience feedback used*)
  - Communications Outcomes (*isolate PR impacts to assess changed opinions, attitudes, behaviors*)

## **2012 COMMUNICATIONS AWARDS PROGRAM**

### **LA Waterfront Campaign Port of Los Angeles**

#### **Communications Challenge/Opportunity**

Creating a world-class visitor destination along the Port of Los Angeles is a fairly new priority. While the concept has been debated by the various Port administrations and community members for more than a decade, the dedication to actually move the project forward began in late 2009. With a long history of disappointing the community, the Port needed to come up with a campaign for not only showing the wary community that we were serious about the project this time, but also a way to keep the community involved in the planning.

#### **Planning and Programming**

The primary goal in the LA Waterfront campaign was to create a formula for keeping the community informed of the progress being made on the waterfront and for public meetings where the community could have input into the design process. The target audience was all the community stakeholders – from customers to local businesses to legislators to the average community member. All of these people and groups have a stake in what happens and what is designed into the waterfront.

The goal was to have an informed and involved local community on the LA Waterfront program.

#### **Actions Taken & Outputs**

Several components make up the LA Waterfront outreach campaign:

##### **Yearly Update Meeting**

An evening meeting is held in the first quarter of each year to update the community on the LA Waterfront. This meeting serves as a reminder of what was completed, what is in process and what is coming up on the various LA Waterfront projects. The meeting is led by Geraldine Knatz, Port Executive Director, and is accompanied by a photo-heavy PowerPoint presentation. This yearly meeting is videotaped, edited to incorporate the speaker and the PowerPoint presentation, and posted on the LA Waterfront website (typically within two or three days) for those who could not attend. The meeting is also repeated during work-hours for all Port employees so that they can understand and take pride in the LA Waterfront project as well as make them ambassadors for the project with the community.

##### **Community Workshops**

When design work begins on a component of the LA Waterfront, it goes through a three-step process of community workshops. First, the initial design is presented at an evening workshop. There is an initial presentation by staff – often preceded by a welcome from the local Councilmember or Board member – followed by an overview presentation by the design consultant, and then the group is broken into several smaller groups for discussions/input on specific project elements. From this meeting, a list of questions, concerns and ideas is created.

At the second evening workshop, this itemized list of questions, concerns and ideas is addressed and an updated design is presented. Again, the attendees are broken into small groups and input is taken on their ideas. If it is a particularly complex project, a third workshop may be added.

The final presentation of the project design is to the Board of Harbor Commissioners where the public can again come and make their ideas and preferences known before the Board acts to approve the design.

##### **Website**

The [www.LAWaterfront.org](http://www.LAWaterfront.org) website is devoted to information on the LA Waterfront. It's a one-stop location for what has already happened and what is coming up on the waterfront – from construction to public events. This

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site includes the timeline of actions taken and meetings held, an archive of videos and all copies of the electronic newsletter "LA Waterfront UPDATE."

### LA Waterfront UPDATE Electronic Newsletter

The UPDATE electronic newsletter is e-mailed to a continuously updated and growing list of community and business members who have expressed interest in the LA Waterfront. At community events and waterfront public meetings/workshops, a sign-up sheet is always at the information or sign-in table to facilitate the collection of information from interested guests. These lists are kept either by specific workshop attended or by general waterfront interest. The electronic newsletter itself contains four news stories and one video component. The newsletters go out as there is new information to share. Notification of the new UPDATE newsletter is sent via Constant Contact with a link to the full version which is housed online: <http://www.lawaterfront.org/e-newsletters.htm>

### Electronic Invitations

The Port of Los Angeles is actively utilizing electronic invitations and e-mails to the LA Waterfront database to make these interested parties aware of upcoming meetings, workshops and events. The names and contact information collected at meetings or events are kept separately so that we can personalize the message to these individuals. For example, if a guest attended the first meeting of a particular project, we will send a message to them thanking them for their participation and inviting them to the next meeting in the series once the date has been sent. Likewise, if contact information was collected during a specific public event, we will invite them to the same event the following year. We utilize Constant Contact for this service and there is a forward function with a "sign me up!" feature.

## Outcome and Evaluation

Since putting the full LA Waterfront campaign into place, we have gotten excellent community feedback. We have found that having a standardized plan for going to the community with the information puts both the community and staff members at ease. It has added a certainty and a logic to the process which can sometimes be overwhelming.

We have seen a consistent pattern in the community response and attendance at the project meetings. The first meeting is attended by 70-80 community members, with a dedicated 30-40 community members coming to the second meeting and a handful actually attending the Board meeting to approve the project. The annual LA Waterfront update meetings have averaged 200 attendees.

The communications sent through Constant Contact – invitations and UPDATE newsletters – consistently have a 50-60% open rate and 40-50% click-through rate. Our current total LA Waterfront database is nearing 1,600 addresses. We currently average 10 requests a month from people asking to be added to the database from forwarded e-mails, with higher numbers right after an electronic mailing.

Hits on the LA Waterfront website homepage were nearly 6,000 in 2011 and the video page received more than 850 hits.